

2^22: from \$1 to \$4,194,304

H O N A B O U T

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Perhaps I Should UnBoom Myself Too

What a great example about how to generate buzz. There's a [discussion on Techcrunch](#) about [Rocketboom](#)'s Amanda Congdon being "forced" to [leave](#) the popular video blog over a disagreement with her partner, Andrew Baron.

I left a comment as follows:

"Honestly, I never liked Amanda and from this episode she seemed even more childish & irresponsible. I don't think Amanda "is" rocketboom. It's like a lead singer leaving a popular rock band. If the band's got the songwriter & producers, they'd continue thriving. Of course, this means they need to find a decent replacement. My opinion's biased because I don't think Amanda is hard to replace.

But you guys are right. This is indeed generating a lot of buzz. What will happen? More people know about Rocketboom! More people know about Amanda! Both of them will be more popular in the future! (perhaps I should do something similar to hype up my <http://www.2tothe22.com> experiment)

Some how this situation reminds me of what Arrington and his UI designer had a while back 😊 “

What a great way to stir things up eh? Perhaps I should "unboom" myself to generate some viral buzz for 2tothe22.com also ...

p.s. Arrington's report is pretty much biased toward Amanda's favour. Come on Mike! Haven't you learned a thing from [your own experience](#)? See the other side's story at:

<http://www.mathewingram.com/work/2006/07/05/andrew-baron-responds-to-amandas-video/>

2 comments | July 5, 2006

First Co-Purchase Completed at 2^7!

A big thank-you to [Ken](#) and [Bloglily](#) to pull off the first co-purchase of the 2tothe22 frontpage! Lily actually learned about the 2^22 experiment from Ken's blog. Thank you guys!

The frontpage value has already doubled seven times to be 2^7 now. Still a long

About 2^22

My name is Tonii, and this is the "reality blog" about my experiment [2tothe22.com](#). I am working to drive the value of 2tothe22.com from \$1 to \$4,194,304. In other words, the perceived value of this website needs to double 22 times, hence the name 2^22, or "2 to the 22". This blog reports all of my efforts to generate my website traffic from zero to something extraordinary.

□

Archives

[July 2006](#)

[June 2006](#)

Blog Stats

1,279 hits

Links

[My 43 Things](#)

way to go to reach my goal, but I think we're off to a good start.

Happy Canada Day! Happy Fourth of July!

 2 comments |  July 3, 2006

My 43 things

So tonight around 3am after filling too much caffeine into my system, I decided to spend my lovely evening playing around [43things](#).

Interestingly within 4 minutes of posting up an entry, I've begun a nice interaction with a user there:

<http://www.43things.com/entries/view/950371>

This kind of interaction is exactly what I'd envision to have when I decided to work on 2tothe22.com. "Is it some sort of pyramid scheme?" "isn't the last guy the loser?" This is why 2^22 is such a fun social experiment to me. It's interesting to see different people's reactions to such a new (and perhaps borderline controversial?) experiment.

If you also have the two questions above, my answers are two huge "no"s.

 Add comment |  June 29, 2006

The "Reality Blog" of Internet Viral Marketing

Starting from today I'll start writing about all of my efforts to generate my website traffic from [zero](#) to something extraordinary. I hope gradually this blog will become a "reality blog" of how to do (or not to do 😊) Internet viral marketing.

So, being a beginner at website marketing, the first step I did was: type "increase traffic" at Google. The first entry was [Jim Boykin's Internet Marketing Blog](#). Definitely an interesting read. I quickly [introduced myself](#) to the crowd as well. I'm not sure if traditional "website marketing" techniques such as SEO content creation is relevant to 2tothe22. Afterall, I couldn't imagine anyone bumping into [Alex's site](#) by typing "advertising" when he started out last September 😊.

As I was typing this post, a few ideas came to my mind. I'll see how those ideas will help 2tothe22 generate more traffic. In the mean time, if you have any ideas on how to spread the word, please drop me a note via tonii at 2tothe22 dot com

 2 comments |  June 27, 2006

Entering Co-Purchase Stage ...

We've officially entered the "co-purchase stage", where new buyers can co-purchase the frontpage with other fellow buyers! (well, as the value increases higher, as enthusiastic as I am, I can't imagine anyone being enthusiastic enough to spend \$100K alone to buy the frontpage 😊)

Thanks to [Ken from 59ideas](#) for becoming 2tothe22's first ever co-purchaser AND mentioning about this experiment on his blog!

 [1 comment](#) |  June 27, 2006

The Drive Continues ...

After a quiet week, thanks to some nice promotion help from [Tim Wright](#), the drive is back on track today. Thanks Tim, really appreciate this! Of course, a big thank-you to [www.rateaprof.com](#) and [Carla Walker](#) for participating in the Drive.

If you are a blogger and you've written about the 2tothe22 Drive, please let me know and I'd love to post your link here.

Cheers!

 [7 comments](#) |  June 25, 2006

First 3 buyers!

Within the first 48 hours of the experiment, I've got 3 buyers!

A warm thanks to [Jason](#), [Chris](#), and [8by1](#). It certainly feels nice to have 3 people believing in the experiment already.

Now this makes me work even harder!

 [1 comment](#) |  June 14, 2006

The drive begins!

I am working to drive the value of 2tothe22.com up **from \$1 to \$4,194,304**. How is it done? I am working hard to drive traffic to this website, and I hope to have 22 groups of buyers perceiving it to worth 2x its previous value. Right now, 2tothe22.com worths \$1, and I hope to sell it for \$2 very soon!

One night in mid May while I was having a terrible headache and was lying on a bed, this idea suddenly came to me magically. To me, I simply treat it as a fun idea that I hope to prove empirically that buzz on the Internet really does worth a quantifiable value.

Email me at tonii@2tothe22.com if you've got any feedback and comments.

Let the experiment begin!

 [Add comment](#) |  June 12, 2006

